

Blunt Brunch Inspires Career Growth for Women in Cannabis

Blunt Brunch: A Platform for Women in Cannabis to Connect, Network, and Empower

As the cannabis industry continues to grow, more women are entering the field, facing unique challenges in a traditionally male-dominated environment. To provide these professionals with a supportive space, Blunt Brunch, a Phoenix-based events company, has emerged as a hub for women to network, share experiences, and discuss industry challenges. By organizing events that foster connections and provide leadership insights, Blunt Brunch seeks to empower women to take on leadership roles within the cannabis industry.

Blunt Brunch will be hosting a content-rich networking lunch during the “Women in Leadership Forum,” marking the start of MJBizCon Week on December 3. The event aims to support and inspire female professionals, enabling them to connect with peers and gain valuable insights into leadership and career development.

Growing Need for Women Leaders in Cannabis

The cannabis industry has witnessed a noticeable gender gap at the executive level. According to a recent report, women held over 39% of executive roles in cannabis in 2019, but that number dropped to approximately 22% by 2021. Although the percentage of women in executive roles has recovered to pre-pandemic levels in 2023, the representation of women in leadership positions remains limited.

This disparity highlights a pressing need for initiatives like Blunt Brunch, which offers a structured environment for women to exchange ideas, build confidence, and advance their careers in cannabis. Blunt Brunch’s mission aligns with the increasing demand for diversity and inclusion across all levels of the cannabis industry, as more companies recognize the value of diverse perspectives in driving innovation and growth.

Blunt Brunch: A Unique Networking Experience

Blunt Brunch offers a distinct blend of networking, personal development, and business insight, setting it apart from traditional industry events. Participants engage in open conversations on various topics, including authentic leadership, effective communication, and collaboration with male colleagues. Blunt Brunch events are designed to support women in navigating both personal and professional challenges in the cannabis sector.

Founded shortly after the COVID-19 pandemic, Blunt Brunch began as a small gathering when co-founder Adelia Carrillo moved from California to Arizona. She and co-founder Parisa Mansouri-Rad organized a brunch, inviting friends and colleagues who were eager to reconnect after the isolation of the pandemic. The positive response inspired Carrillo and Mansouri-Rad to establish Blunt Brunch as a recurring event, addressing the ongoing need for women-focused networking within cannabis.

EventHi: A Cannabis-Friendly Event Platform

Alongside Blunt Brunch, Carrillo has also developed EventHi, a cannabis-friendly platform for promoting events that cater to the cannabis community. EventHi arose from Carrillo's need for a platform that could support cannabis-related events without running afoul of traditional ticketing restrictions. She launched EventHi in California seven years ago, creating a secure and compliant system to promote events for cannabis professionals across the United States.

EventHi has grown to serve event organizers nationwide, providing a space to promote gatherings of various sizes, from intimate workshops to large-scale conferences. With over 157,000 registered users and a presence in 45 states, EventHi lists diverse events such as apple-picking in New York, pickleball tournaments in Las Vegas, and Blunt Brunch gatherings. This platform bridges the gap between cannabis-friendly event creators and an audience interested in industry-specific networking opportunities.

Networking Events to Strengthen Community Bonds

Blunt Brunch's participation in the Women's Leadership Forum includes a day networking event as well as an evening gathering, "A Night of Glitz and Glamour," which will be held at the IPEC Las Vegas events venue on December 3. This ticketed event will feature a cocktail hour, meet-and-greet opportunities, and music for dancing, offering women in cannabis a relaxed environment to connect and celebrate their achievements. This occasion provides a unique blend of professional networking and social interaction, fostering relationships that extend beyond traditional business connections.

Additionally, an Empowering Women in Cannabis networking event will take place on December 5 at the Las Vegas Convention Center, offering attendees another chance to connect with like-minded professionals. The event will include beverages and is expected to draw a large crowd of women interested in furthering their careers and supporting one another within the industry.

Supporting the Future of Women in Cannabis

Blunt Brunch and the Women in Leadership Forum represent a broader movement toward gender equity in cannabis. By providing women with the resources, networks, and inspiration to pursue leadership roles, these initiatives are paving the way for a more inclusive industry. Events like these offer women the chance to engage in meaningful conversations about the challenges they face, from securing funding to managing work-life balance, all within a supportive and understanding community.

The future of cannabis holds promising potential for women, but there is still work to be done. Organizations like Blunt Brunch and EventHi play a vital role in ensuring that women's voices are heard and that they have the tools they need to succeed. As more women assume leadership positions, the cannabis industry will benefit from a diversity of perspectives that can drive innovation, foster inclusivity, and create a more sustainable and socially responsible market.

Blunt Brunch, through its events and initiatives, is not only creating a network for women in cannabis but also inspiring them to take on leadership roles within the industry. By addressing the unique challenges women face and providing opportunities for connection and growth, Blunt Brunch is fostering a sense of community among female cannabis professionals.

As women continue to shape the cannabis industry, events like the Women in Leadership Forum and Blunt Brunch's gatherings underscore the importance of representation and support. With each event, Blunt Brunch reaffirms its mission to empower women and pave the way for a more diverse, inclusive, and forward-thinking cannabis industry.

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